

Message Text

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PAGE 01 MEXICO 00400 150154Z

64

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

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R 142219Z JAN 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5671

UNCLAS MEXICO 0400

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: GLOBAL MARKET RESEARCH BID PROPOSALS: BUSINESS
EQUIPMENT AND SYSTEMS

REF: STATE A-8667

FOR COMMERCE

THREE MARKET RESEARCH BIDS WERE RECEIVED FROM 15 FIRMS
CONTACTED. IN ADDITION, ONE FIRM (HAZZARD AND ASSOCIATES)
WROTE REGRETTING IT CANNOT DO ACCEPTABLE SURVEY WITHIN LIMITED
COMMERCE BUDGET.

1. C. R. QUICK AND ASSOCIATES

A) COST 4,450 DOLLARS OR 55,625 PESOS

B) AT LEAST 20 PERSONAL INTERVIEW AND 10 TELEPHONE INTERVIEWS.
TOTAL 30 MINIMUM.

C) TIME 12 WEEKS

D) EXPERIENCE: QUICK HAS RECEIVED MANY COMMERCE RESEARCH CONTRACTS,
MOST RECENTLY ELECTRONIC COMPONENTS, POLLUTION CONTRL EQUIPMENT
AND LABORATORY INSTRUMENTS. ANNEX TO BID INDICATES PREVIOUS EXPE-
RIENCE DOES NOT INCLUDE BUSINESS EQUIPMENT.

2. BARES, VALDES, WYGARD AND ASSOCIATES

A) COST 4,400 DOLLARS

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B) 31 INTERVIEWS

C) TIME 12 WEEKS

D) EXPERIENCE: BATRES HAS DONE TWO COMMERCE MARKET SURVEYS RECENTLY, AVIONICS AND FOOD PROCESSING AND PACKAGING EQUIPMENT. SR. VALDES' BIOGRAPHY ALSO LISTS SURVEY OF TYPEWRITERS AND OFFICE EQUIPMENT DONE FOR ANOTHER CLIENT.

3. LIC. CARLOS QUEVEDO PROCEL

A) COST 4,300 DOLLARS

B) 50 INTERVIEWS

C) TIME 10-12 WEEKS

D) EXPERIENCE: PAGE 2 OF QUEVEDO BID CLAIMS ACCESS TO REMINGTON RAND, SMITH CORONA, AND 3M MEXICO. OTHER THAN VAGUE REFERENCE TO TARIFF TRADE STUDY, BID DOES NOT LIST SPECIFIC SURVEY EXPERIENCE.

GIVEN PROPOSALS SUBMITTED, C.R. QUICK OFFERS CLEAREST, MOST INFORMATIVE PRESENTATION AND IS RECOMMENDED BY EMBASSY. QUICK HAS TRADITIONALLY SUBMITTED MOST SATISFACTORY BIDS AND SURVEYS. ALTHOUGH BATRES BID IS FIFTY DOLLARS LOWER, BATRES PERFORMANCE IS OCCASIONALLY BELOW STANDARD AND FIRM AGAIN ONLY SUBMITTED ONE COPY OF BID WHEN THREE WERE REQUESTED. THE REMAINING FIRM, QUEVEDO, IS NOT RECOMMENDED SINCE PRESENTATION WAS DISORGANIZED, INCOMPLETE AND CONTAINED GRAMMATICAL AND TYPING ERRORS. EMBASSY TODAY MAILING PROPOSALS AS INSTRUCTED REPAIR.
JOVA

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